cigarettes to children in Poland could be used as one example of direct lies which have been distributed previously at similar occasions - who knows, we could be lucky enough to have someone raising this.

We have two strategic advantages here: For the first, we can most likely until the last minute decide on whether to participate in the debate or not, as well as whether to publish a statement or not. Even if we were to contact the organisers the same week, they would probably not exclude participation as that would take away from them the argument that "we wanted them here but they had nothing to say" and would give us the argument "we did our best to participate but were excluded for technical reasons".

The second advantage is that we most likely know Mr. Blum and his main arguments and viewpoints rather well. We can therefore anticipate pretty well where he comes from on this issue and what kind of propaganda he's expected to distribute. - If he knows (or thinks) we're not there, he'll most likely go for a very extreme presentation, thinking that no-one will contest him. Also, if he's like Mr. Aurejarvi, he's not used to being contested, which is a clear weakness in any debate.

So, my proposal is that we start analysing the programme and prepare a draft statement which we as invited participants - perhaps together with STA and Langaard - or the NMA could sign and distribute on the D-day. Simultaneously we could still seriously consider whether not to have our best expertise available on the spot during the event, if not in the conference, then for direct comments to the press (or a press conference...?).

Also, the SRG RR will most likely plan for some activities during the event, utilising their common sense approach and capitalising on the intolerance and the extreme attitudes of the antis. What the antis really say is that for hundreds of years Norwegian smokers have been abusing their children. Considering this, it's a miracle that the society still works. A statement like this distributed with the help of tax payers' money tells more about the extreme intolerance of some people than it tells about the behaviour of Norwegian smokers. "In a world where hundreds of thousands of children die daily because of lack of fresh water we find this message not only insulting but also being a frightening example of how some people have alienated themselves from reality and the real problems in our world".

- You might call me cynical, but RR could at the same time announce a campaign whereby they collect money to be sent to the children in former Jugoslavia. Or this they could do even much before, perhaps together with some other concerned associations.

Looking forward to your comments,

Johan
*** Forwarding note from SCARLSON--VCH0021A 13.09.93 11:08 ***
To: AANDRADE--VCH0021A Anthony Andrade MWINOKUR--VUS0212A Matthew Winokur

From: Stig Carlson
To : Tony Andrade
Subject: Children's smokefree air conference
I sympathize with Ingemo Bonnier's note below. - Sibylle will circulate the program for this conference.
In theory, as the main part of the program is in English, someone like yourself or a hand-picked scientific witness might even attend the panel. With the meeting attended by a nr of senior Nordic health politicians I am uncomfortable about all the incorrect information we must assume will be floated around without any counter-arguments even on record. Also, I do agree with IB's viewpoint that the industry should make it's position con-

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cerning juvenile smoking etc clear.
Most grateful for your comments and suggestions,
best regards, Stig

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*** Forwarding note from IBONNIER--VCH0021A 13.09.93 10:31 ***
To: SCARLSON--VCH0021A Stig Carlson

From: Ingemo Bonnier
To :
Subject: Children's smokefree air conference

Stig,
I just had the agenda from Truls re the conference in Oslo
October 11. I am in the process of preparing possible action
from RR.s side. But I also have the following suggestion /
would it be possible that the Norwegian NMA or PM at the conference
delivered a paper, a statement which clarifyes
our position and also gives some scientific background information.
The paper and the statement should at the same time be delivered
to media with a spokes person contact number.
I feel that we have to be participating in some way,
not necessarily being there in person, but taking the
opportunity to stress that we are for an age/limit
and that we regard smoking being an adult habit. We can
also talk about our accomodation policy / which of course is vital when
children are present etc etc.
What do you think?

Regards,
Ingemo

cc: JPUOTILA--VCH0021A Johan Puotila
HMOBARG --VCH0021A Hampe Mobarg

cc: JPUOTILA--VCH0021A Johan Puotila
MFIRESTO--VCH0021A Marc Firestone
EMONTGOM--VCH0021A Eva Montgomery
PMAGLION--VCH0021A P. Maglione
IBONNIER--VCH0021A Ingemo Bonnier
SDORTA --VCH0021A Sibylle Dorta
NHALIM --VCH0021A K. Ian Ferguson

cc: AANDRADE--VCH0021A Anthony Andrade
HMOBARG --VCH0021A Hampe Mobarg
IBONNIER--VCH0021A Ingemo Bonnier
MWINOKUR--VUS0212A Matthew Winokur

cc: TLATTANZ--DSVPMUSA T LATTANZIO
MPARSONS--VCH0021A Michael Parsons
NHALIM --VCH0021A K. Ian Ferguson
PMAGLION--VCH0021A P. Maglione
GNASSIF --VCH0021A George Nassif
JPUOTILA--VCH0021A Johan Puotila

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